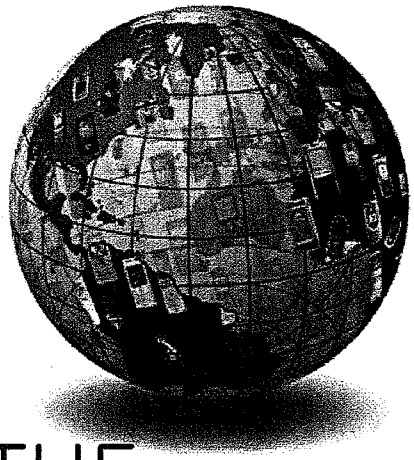


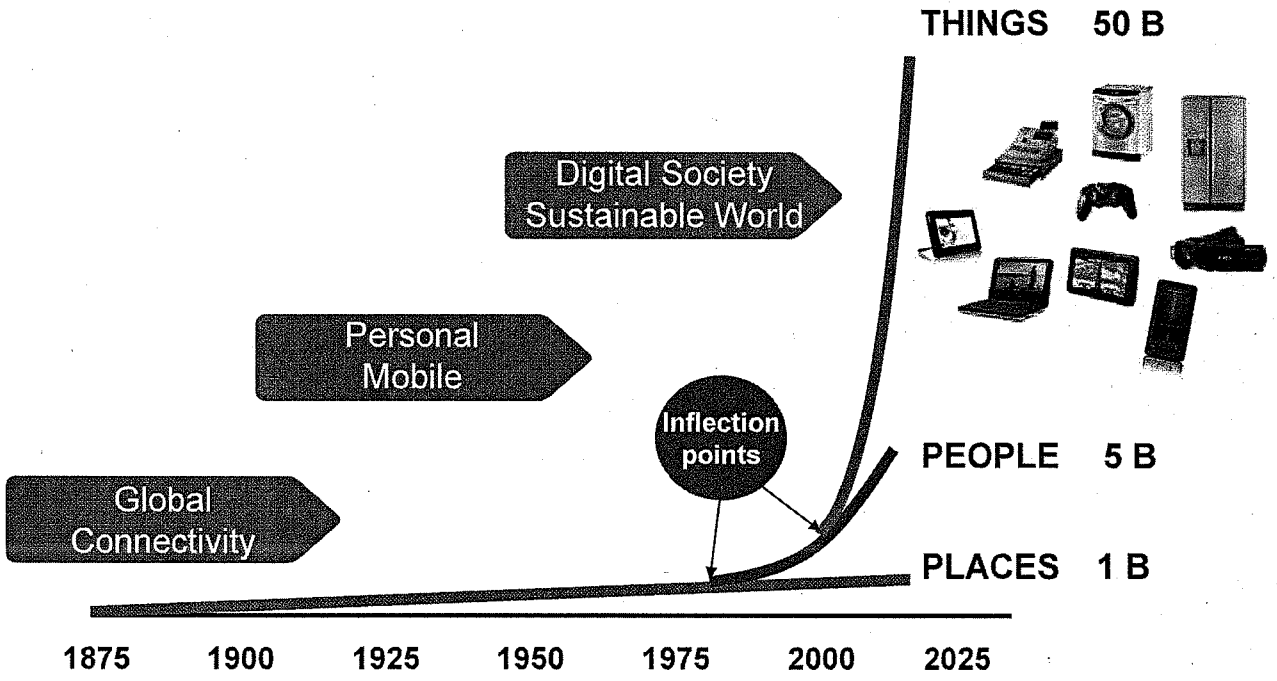
TECHNOLOGIES FOR THE NETWORKED SOCIETY

HÅKAN ERIKSSON
GROUP CTO, ERICSSON

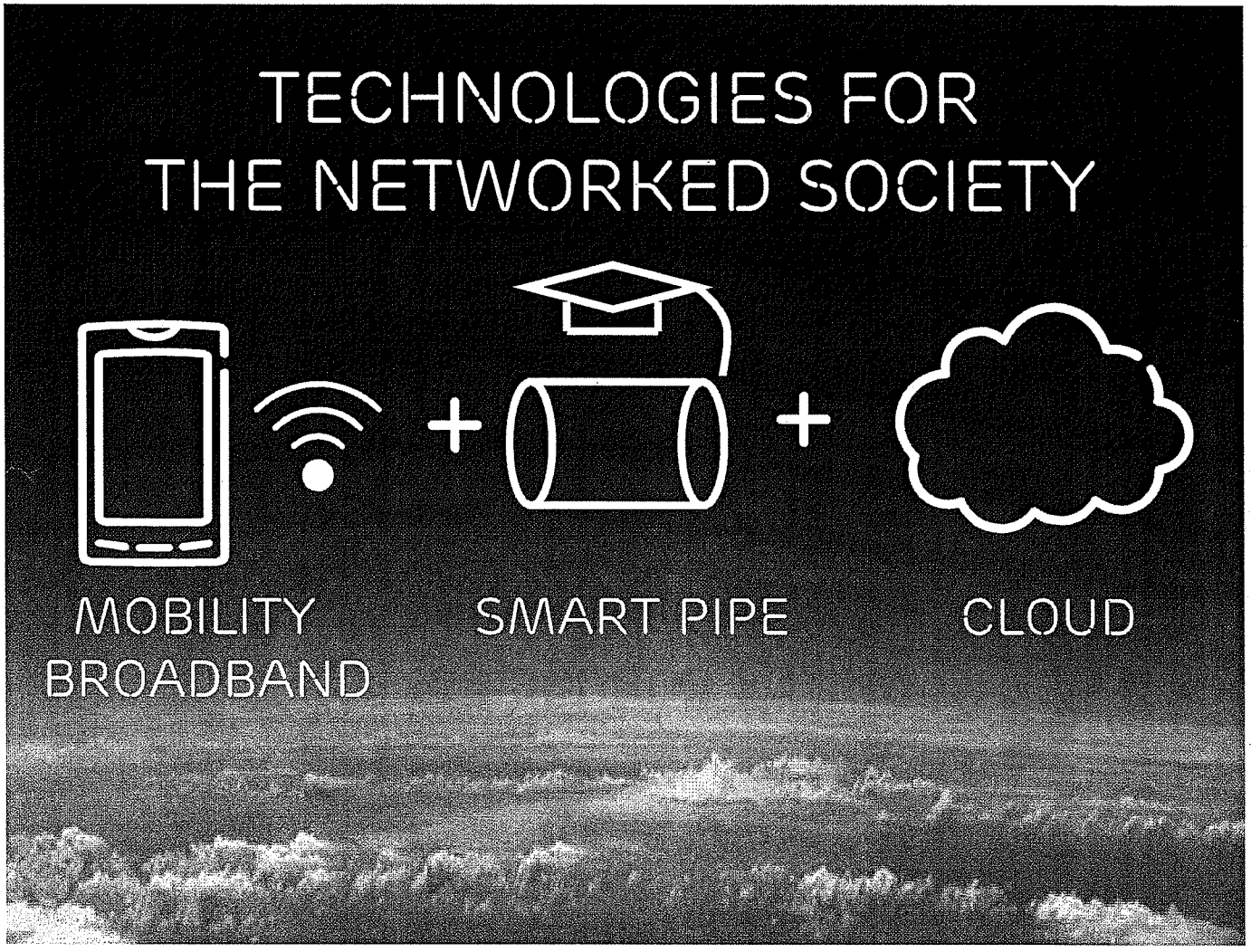
THINGS WE THINK

By 2020, everything that benefits from a network connection will be connected.

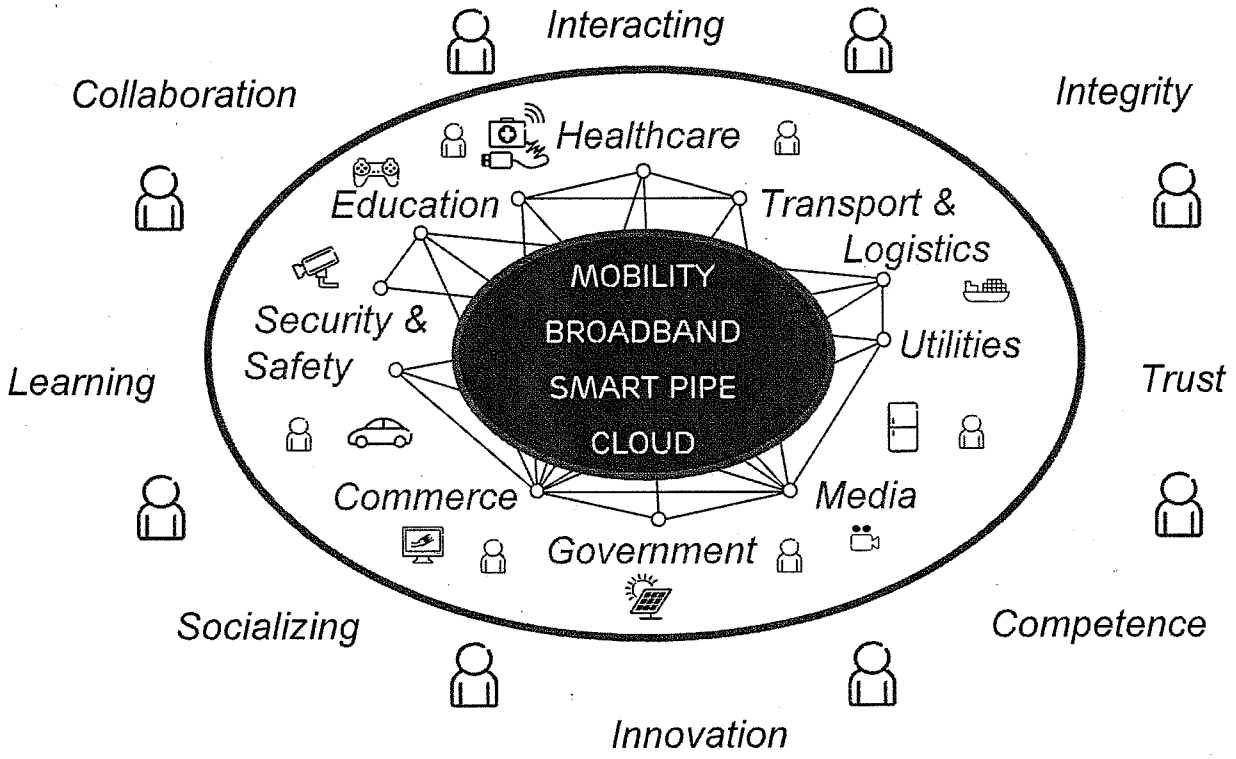
TOWARDS 50 BILLION CONNECTED DEVICES



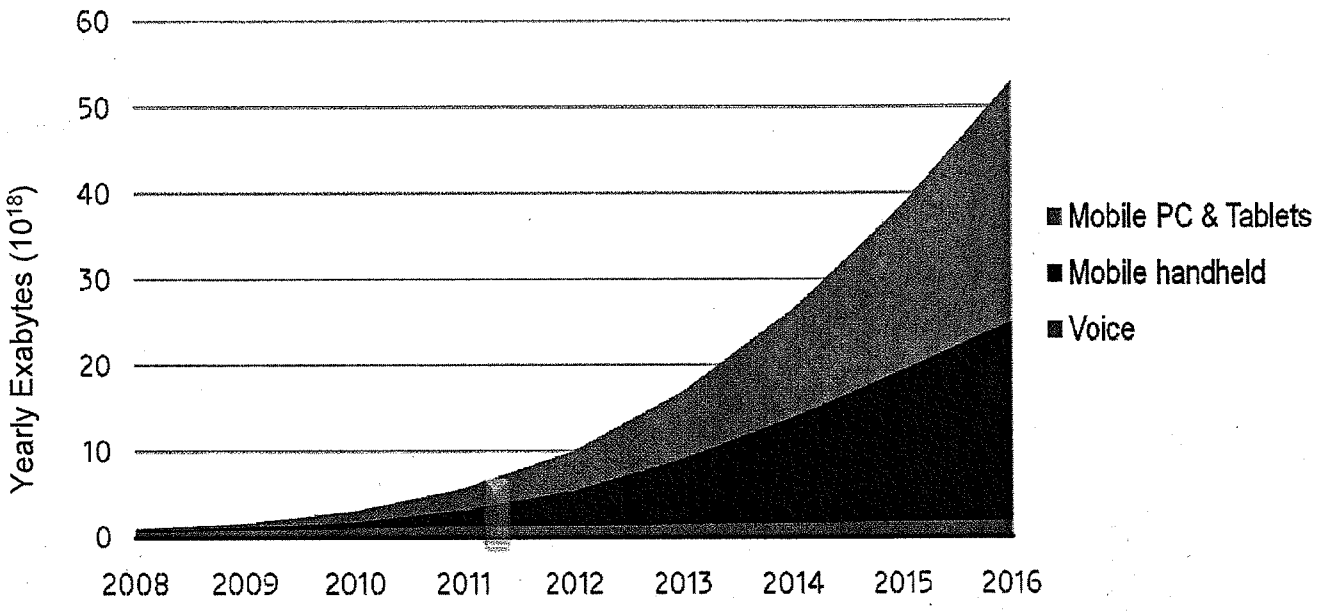
Source: Ericsson



THE NETWORKED SOCIETY



VOICE IS NOISE

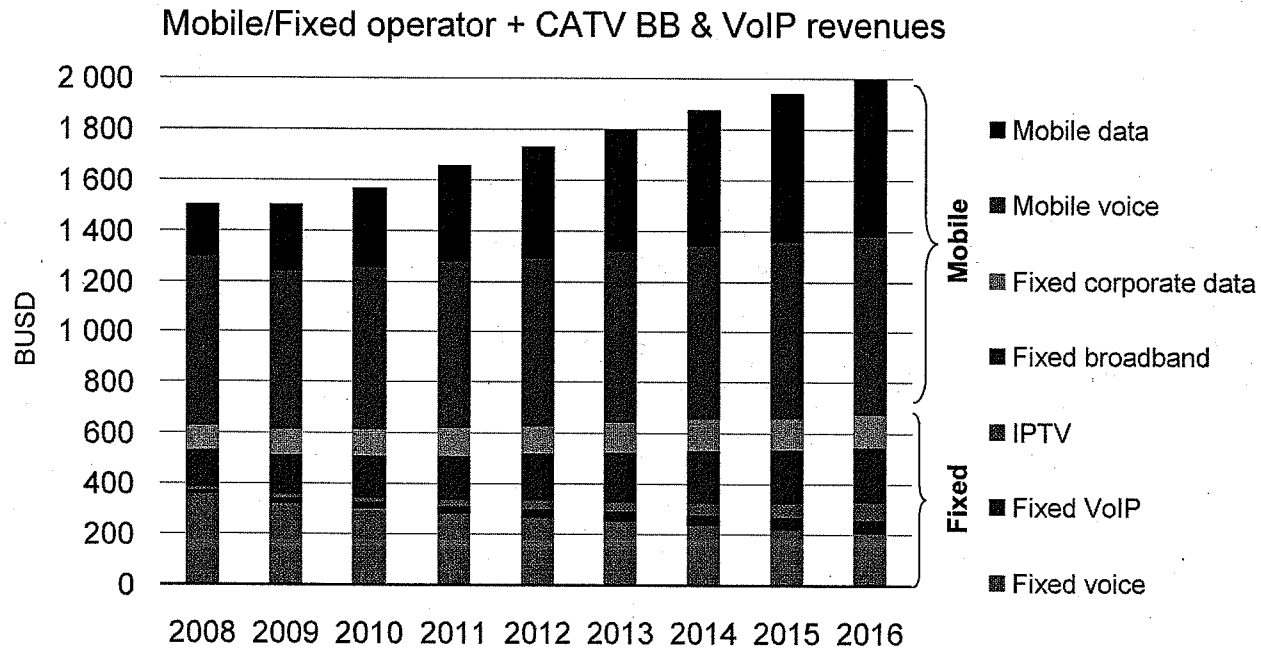


Source: Ericsson
Note: WiFi traffic not included

This slide contains forward looking statements

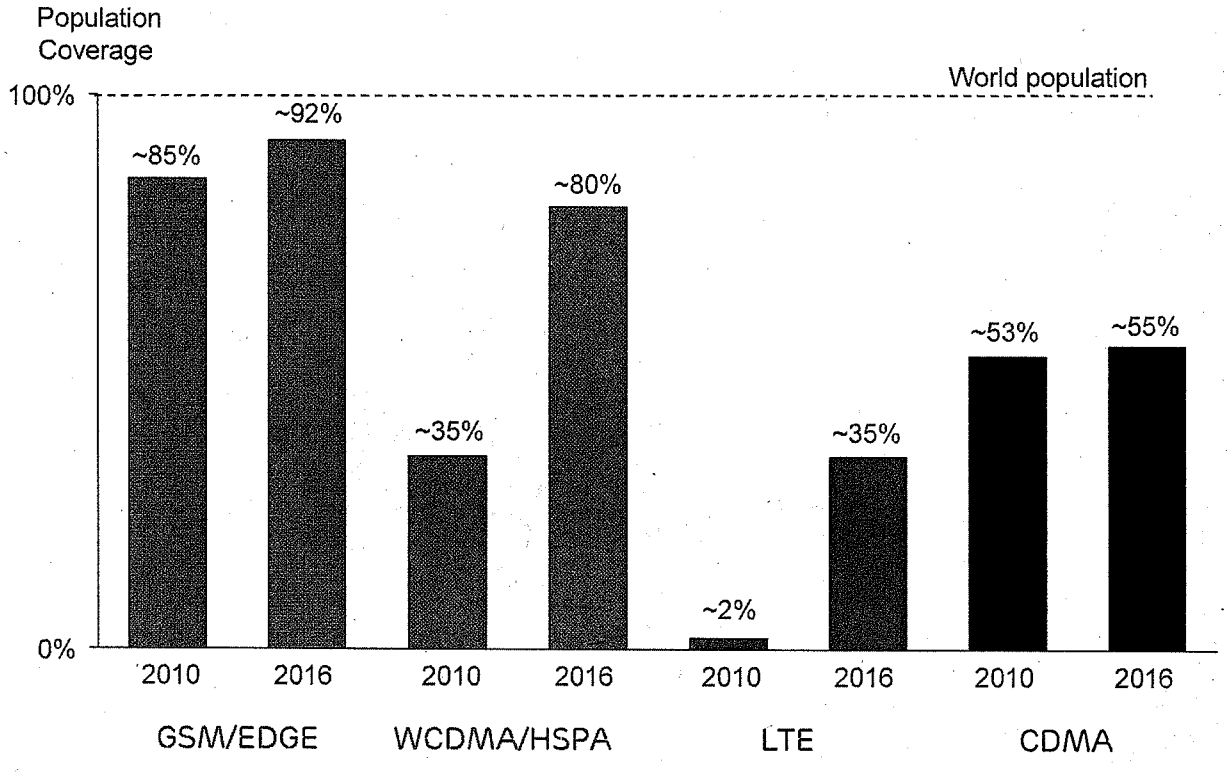
OPERATOR REVENUES

MOBILE BROADBAND THE DOMINATING GROWTH SEGMENT



Source: Internal Ericsson
Fixed and mobile service revenues. In addition, fixed BB & VoIP revenues from cable and alternative providers are included.
This slide contains forward looking statements

COVERAGE – CELLULAR TECHNOLOGIES



CAN WE HANDLE IT?

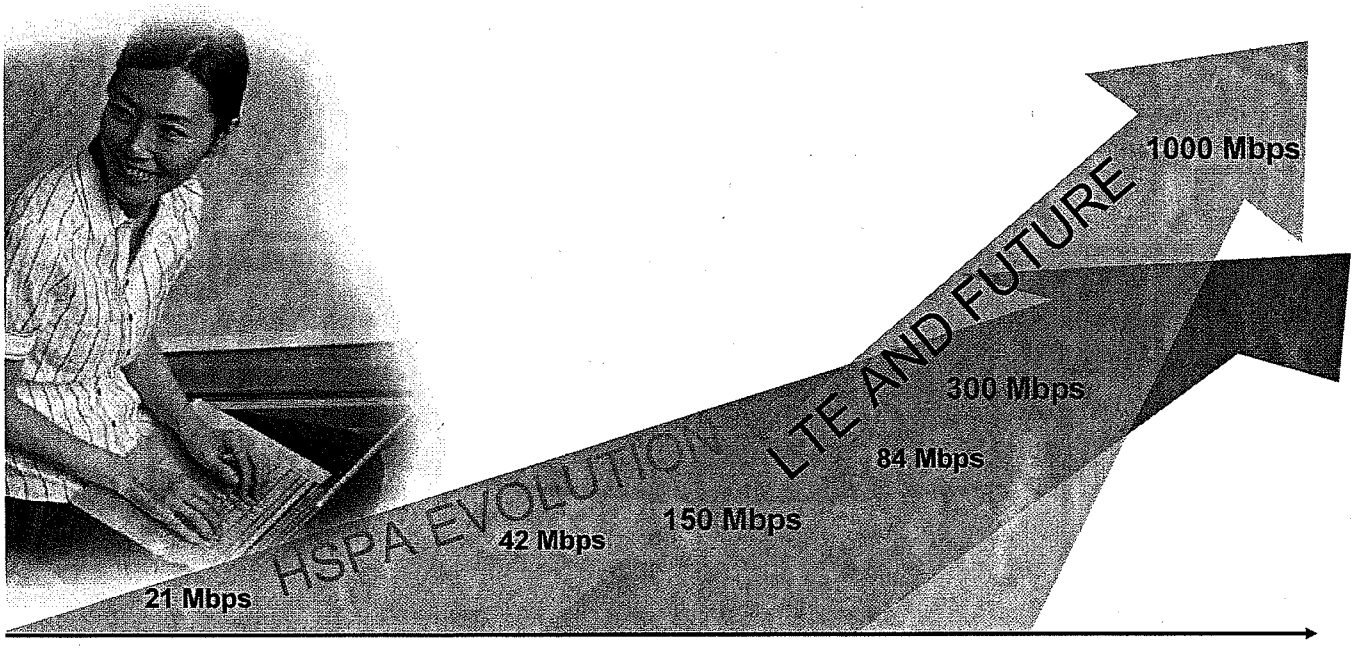
› Question: Where do we find a capacity increase of a factor 1000?

› Answer:

HSPA and LTE vs. WCDMA gives a factor	**10**
Spectral efficiency improvements from 1 bps/Hz to 2 bps/Hz gives a factor	**2**
More allocated spectrum gives a factor	**5**
10 Pico Base Stations per Macro Base Station	**10**

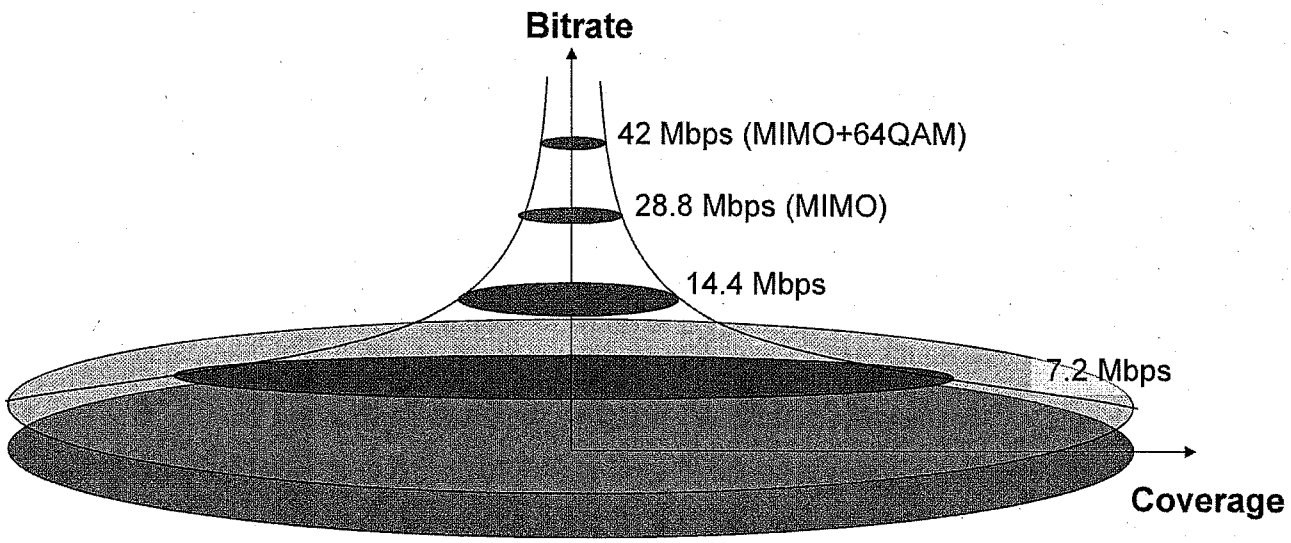
In total 10*5*2*10 = 1000

EVOLUTION OF MOBILE BROADBAND



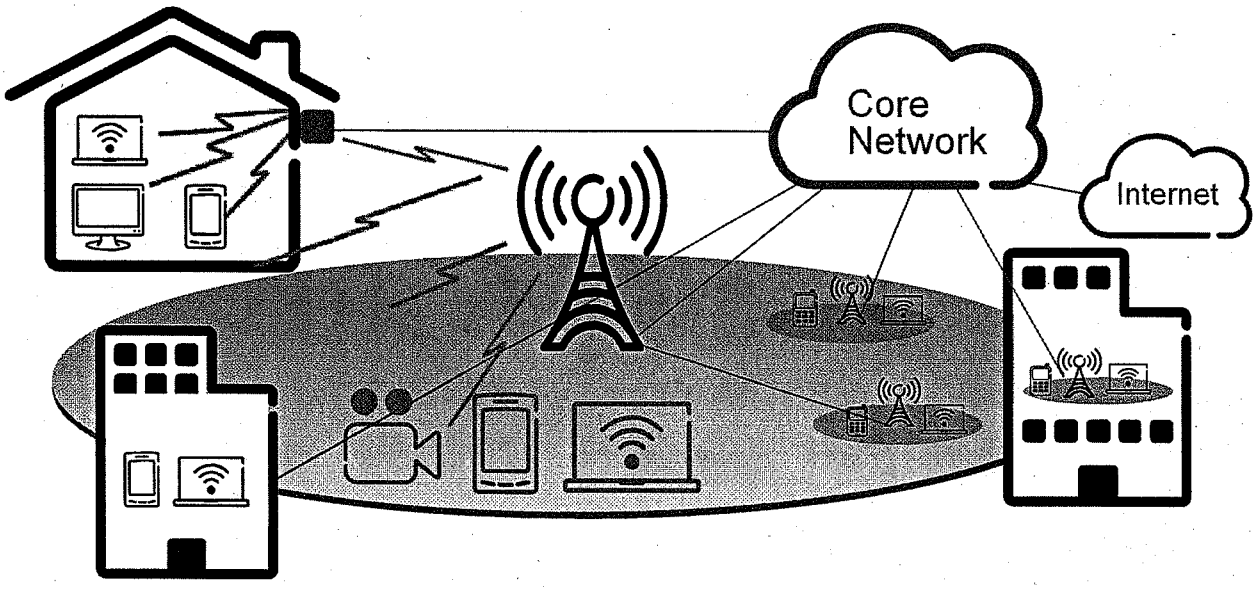
5

RELATION BETWEEN PEAK RATE & COVERAGE



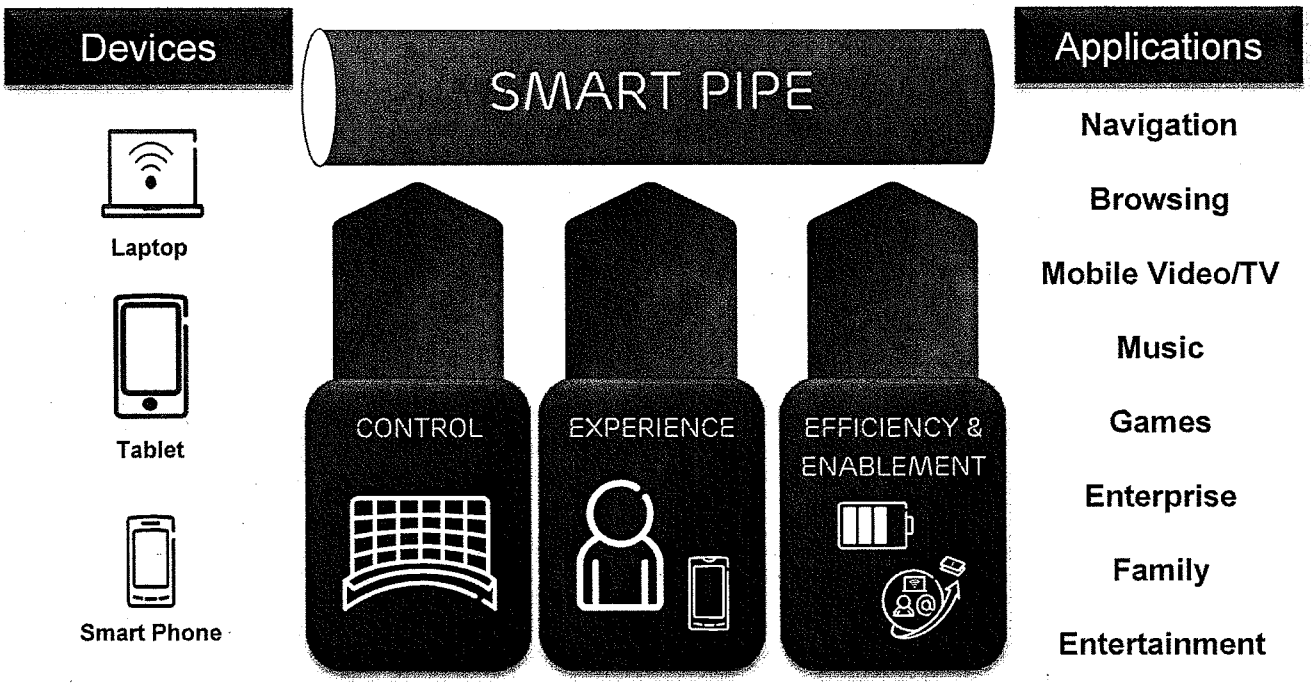
Capacity does not scale with peak rate

MOBILITY AND BROADBAND ONE NETWORK – MANY PIPES



PERSONALIZED SERVICES IN AN ALWAYS BEST CONNECTED ENVIRONMENT

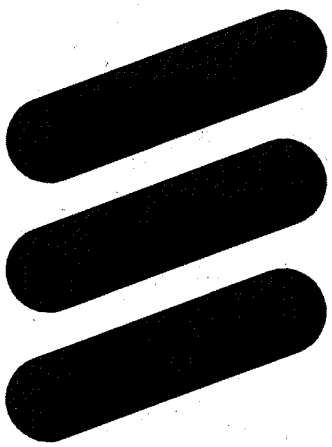
SMART PIPE



EXTRACTING THE VALUE OF THE NETWORK FOR QOE

SUMMARY

- Mobile Broadband enables the Networked Society
- Thousand Times capacity increase can be managed through
  - More Spectrum
  - Harmonized Spectrum
  - Pico Cells
- No magic 5G around the corner that will solve the capacity need



ERICSSON

CHECK AGAINST DELIVERY

First of all I want to thank you for inviting me to speak at this event. I am very glad to see so many people from many different countries. That really shows how important the question regarding ICT and broadband is.

Sweden have top positions in several surveys regarding ICT readiness and usage, but many countries are closing up behind us. If we are going to maintain our top position we must work very hard and be very focused.

One of the most important tasks for me right now is to launch the Swedish Digital Agenda. As you probably know, there have been IT policy plans for a long time at the European level, by eEurope, i2010, and most recently a Digital Agenda for Europe. And the corresponding national IT policy has also been presented in the IT policy bills from 2000 and 2005. But now it's time for the next step. A Digital Agenda for Europe, is one of Barosso's seven flagship in EU2020 and a direct result of the successful work during the Swedish presidency of 2009.

We have seen the need of a Swedish digital agenda as well. Ours will be presented this autumn and it will be an important step forward for the IT policy in Sweden. And it is of course also an important continuation of the IT policy work that began during the last term of office, not least through the work of the Swedish Presidency but also

the Government's various strategies such. Similarly, a national digital agenda put the government's efforts in the form of strategies, action plans, etc. in context.

The way I see it, this strategy will help us to focus on what we want to achieve, and reach even further. During this winter and spring I have had the possibility to chair round table discussions with different themes and participants from different sectors, business as well as public sector, academia, technical communities and the civil society. We have discussed digital inclusion, environment and ICT, innovation, education, competence, e-health and e-Government. I have also set up a Digital Council, with representatives from the different parts of the society, who will help me to identify the most important areas to focus on within the Digital Agenda. All these events have been very fruitful and have given me food for thoughts regarding the future.

In my vision, ICT is a factor that improves quality in everyday life. I want ICT to be a tool that is present and available everywhere and anywhere. The users should not need to compromise about technology. It should always be the other way around. The technology should be accessible, usable and affordable. Even if it's not easy to predict the future we still need to look ahead in order to be able to move forward. As a politician I need to have a vision for the future society in order to take the right decisions.

One thing we can be sure about – ICT will have a huge and important role in the future. My ambition is that Sweden shall be the most successful digital society in the world!

And we have come a bit on the way towards reaching that goal: Recently published surveys about ICT usage and readiness, show that Sweden is in the top. On individual level we have a high usage – 92 % use Internet frequently, we have up-to-date regulation and we have a market characterized with good competition and also an innovation friendly environment. On top of this we have one of the best ICT infrastructures in the world, all according to World Economic Forum. The last broadband survey from our National regulator, the Post and Telecom Agency, shows that 44 % of the Swedish households could subscripe to broadband access with at least 100 Megabit per second. But even if Sweden has many advantages we must go further. One of the important questions for me is how to make sure that Sweden keeps its position as one of the best IT-nations in the world.

When the current government came into power in 2006, mobile broadband hardly existed at all. Today – five years later - we have 1,5 million mobile broadband subscriptions in Sweden and the speed is getting higher and higher. The company Ericsson predicts that in ten years time there will be 50 billion units connected to the Internet. A fascinating development…

In all, mobile communication has changed the conditions in many parts of our world and opened new possibilities in both developed and developing countries. And in countries underserved on fixed ICT-infrastructure, mobile networks are in many cases found to be the

solution. But also in countries like Sweden, with well developed fixed networks, mobile networks play an important role! Last year we saw a change in fixed and mobile telephone usage. For the first time there were more mobile traffic minutes than fixed telephone minutes in Sweden. And the increase in data traffic in mobile networks is almost incomprehensible. Stockholm was the first city in the world with a 4G network. And with the recently awarded licences in the 800 MHz band I truly believe that the mobile broadband will play an even more important role. Not in the least to provide high-speed broadband also in more sparsely populated areas of our country. Because for me, as I would say, probably all other IT ministers in the world, broadband is an important issue! In 2009 the Swedish Government presented a Broadband Strategy for Sweden. The overall objective for Sweden is to have world-class broadband. A high usage of ICT and the Internet is good for Sweden, in relation to growth, competitiveness and innovation. It contributes to the development of a sustainable society. It also helps in meeting challenges in the shape of increased globalisation, climate change and an ageing population in a scarcely populated country. To meet the challenges it is essential to have access to high-speed broadband throughout the country. That implies that ninety per cent of all households and businesses should have access to broadband at a minimum speed of 100 Megabit per second in 2020.

It is important that Swedish businesses and households in all parts of the country can benefit from the opportunities that access to powerful broadband gives. In order to change traditional working methods, enable development of new services and business models and new patterns of behaviour.

All households and businesses should also have good opportunities to use electronic public services with broadband access. As more and more services in society become digital, everyone must be given the opportunity to be connected. Everyday life should run smoothly: It is, in essence, a matter of democracy and rights.

The underlying principle is that electronic communication services and broadband are provided by the market. The main task of the government is to establish good market conditions and eliminate obstacles to development. This requires a relevant regulation in place.

With clear targets it is easy to communicate with all parts of the market – companies, municipalities, agencys, organisations and people. If all parts of the society manage to strive towards the same goal, I am conviced that we will achieve our goal.

In 2010 the government initiated the Broadband council which is a meeting place for everyone working in the Swedish broadband market. Representatives of organizations, business, undertakings, public authorities and the Government are invited to take part in the Broadband Council.

The purpose of this council is to work together – making use of constructive solutions – to help achieve the targets laid down in the Government's Broadband Strategy and enable Sweden to have world–class broadband. The work has been very successful so far.

Our society becomes more and more dependent on the Internet and electronic communications. The networks are constantly developed

with both increased scope and extent. However this may in turn lead to increased vulnerability and increased demands on robustness and security. Increased competition and lower prices makes it even harder for the market players to carry out the robustness-enhancing measures and meet the demands. This may in turn lead to increased vulnerability. Therefore, the National Post and Telecom agency runs several projects in cooperation with market players, other agencies, municipalities and county councils with focus on increased robust electronic communications

Broadband will be an important area in the Digital agenda as well as e-Government, eHealth, eEducation, innovation, usability, digital inclusion and environment.

Let us assume, for a moment, that we have succeeded and that we have reached the goal and become the most successful digital society in the world. What could be the results? Well, I believe that those students who in a traditional school had the steepest learning curve, could gain the most with modern technologies and achieve just as good results as the rest of the class. Electronics Health files for a patient could easily be transmitted between doctors and hospitals which could improve both efficiency and quality of the health care. But if we want to, we also have the possibility to make the patient king of the information. Let us consider for the moment that he or she will need to authorize every time that the files are to be read by someone. From an e-government perspective, that is quite an easy task to achieve. We might not improve efficiency, but we will give back the power to the

patient, and for some patients that might be just as valuable. I don't think there is a clear right and wrong here, but as a liberal minded person I like the freedom of choice. The current trend of people working from their homes maybe a day a week, will become more popular which will diminish our carbon footprint, traffic congestions and probably also improve life quality. I also envisage a society where people with disabilities with help from ICT can participate in each and every aspect of our democracy. With ICT you can participate in public hearings, ask questions in a seminar from your living room just as if you were present there among with the rest of the audience. These are a few examples where I can see that the deployment of ICT really can make a difference. I want to see power and authority to move closer to ordinary life to the average Joe, away from unofficial channels and semi secret societies. When everything you need for forming an opinion is available on the internet, you can participate in the democratic process in your own home, after the kids have fallen asleep. Even if you are disabled, with ICT you can study at your own pace, whenever it suits you and be a part of something that we in Sweden refers to, the Kitchen table democracy.

In order for this to work, we need to focus even more on e-government services. We need new services, better services and we need the different branches of the government, counties and municipalities to cooperate. Government services should be available where citizens and businesses needs them. They should be easy to use and easy to access. We need to make sure that ICT systems all over can communicate. The systems itself do not need to be the same, but

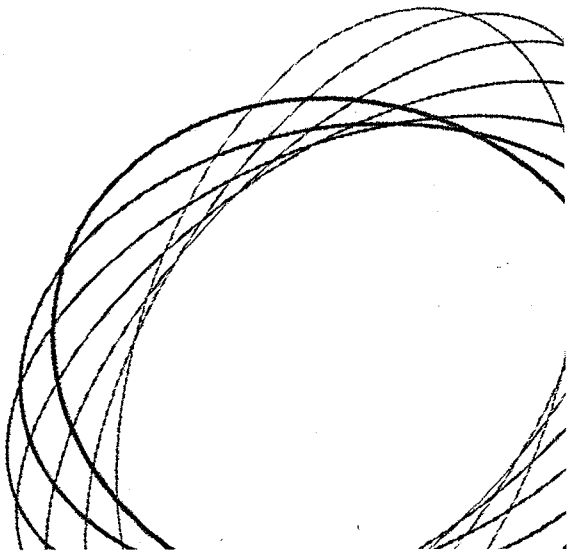
with standards and standardized interfaces we can make sure that the systems can talk with each other and provide benefits for the user, whom should always be in the centre.

We know very little about our future, but still we must try to predict it. If we are going to succeed in going forward, we must all try to think outside the box and look for the full opportunities of ICT.

Thank you for your attention.

Broadband for all in Sweden

Göran Marby
Director General
The Swedish Post and Telecom Agency (PTS)



PTS

Introducing PTS

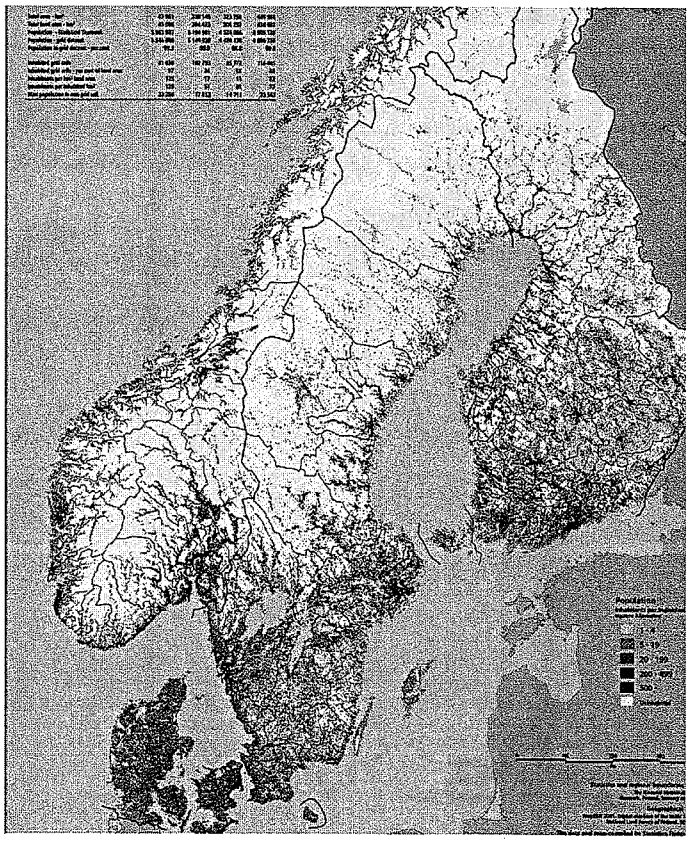
We shall:

- work to ensure that everyone has access to good telephony, broadband and postal services
- ensure that limited resources, such as frequencies and numbers, are assigned and managed efficiently
- work to achieve functioning competition in the market, resulting in a good range of options and low prices for consumers
- ensure that networks and services are reliable and secure

PTS

Sweden – a sparsely populated country

- About 9 million inhabitants
- 85 percent of population inhabits the South
- Sparsely populated rural areas



PTS

Convergence

Until now:

PSTN/GSM-networks for voice

Television networks for TV

Terrestrial audio broadcasting network

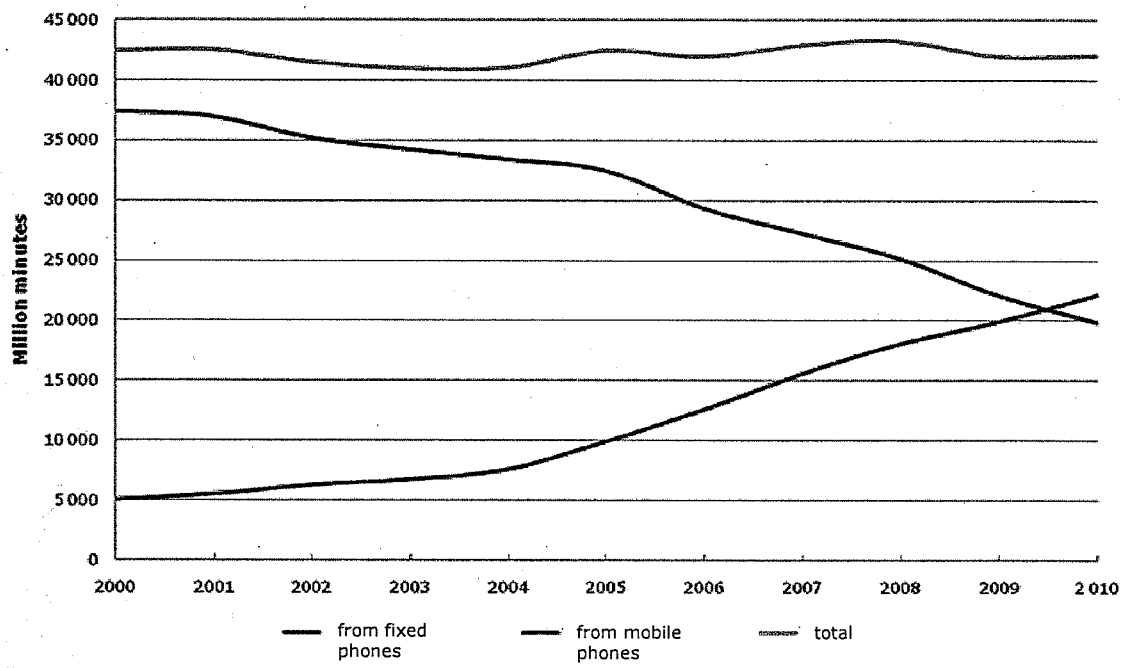
Computer networks for data

In the future:

Everything becomes IP (internet). One network can transport all services.

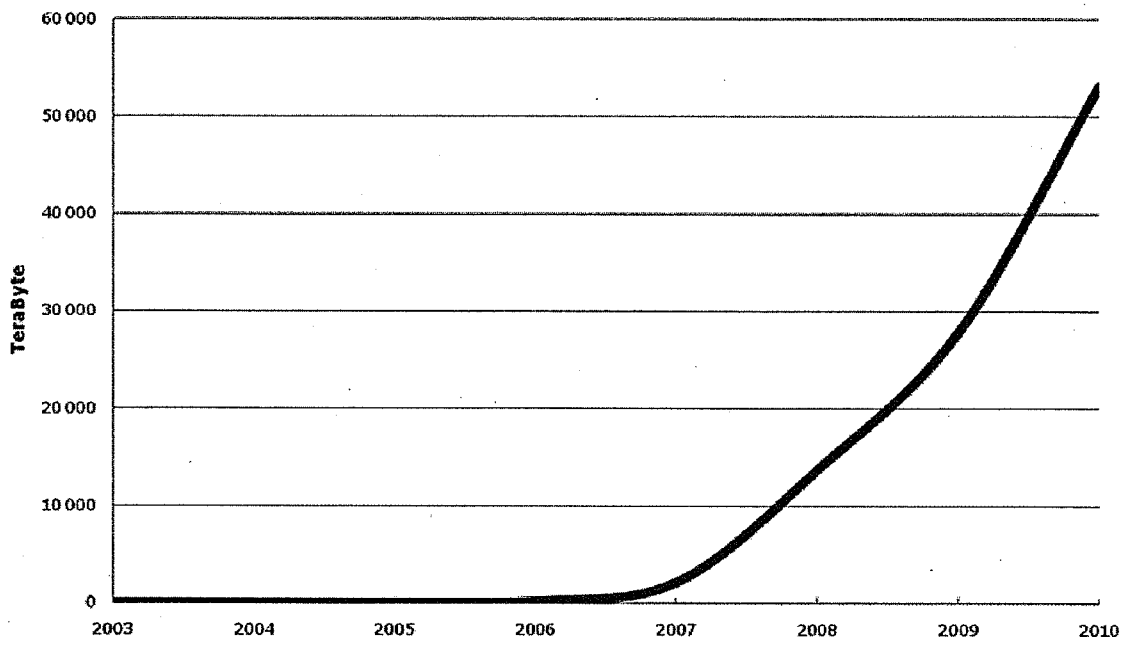
PTS

Another example



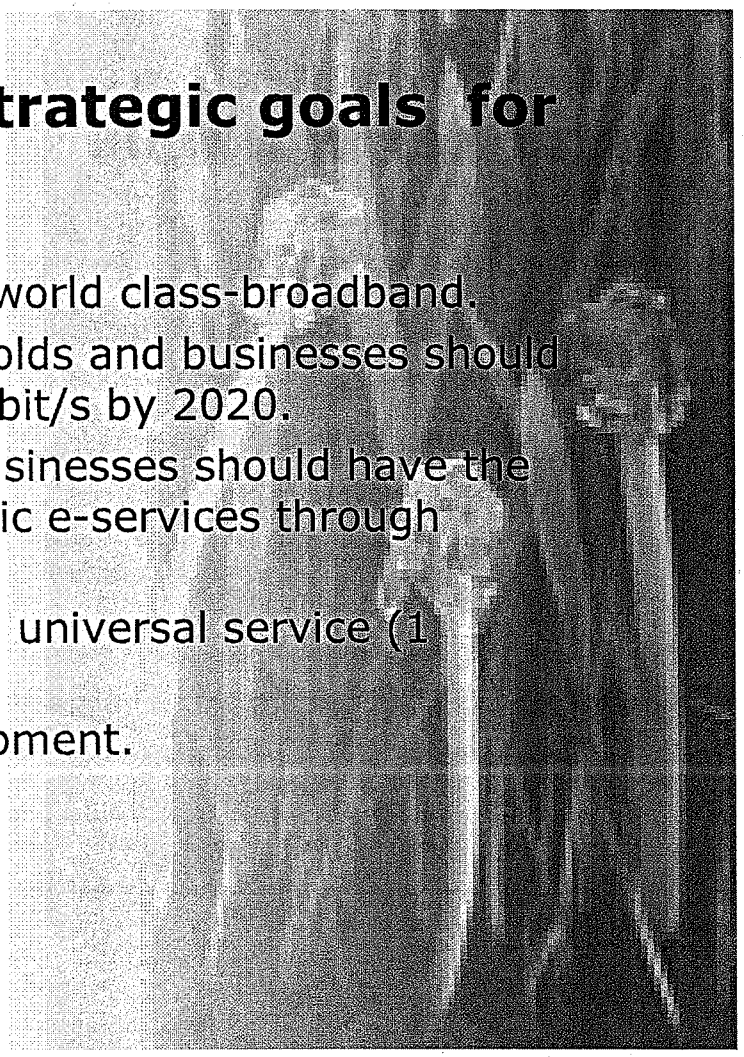
PTS: The Swedish Telecommunications Market 2010

Mobile data is booming



Data traffic in mobile networks

Governments' strategic goals for 2020



- Sweden should have world class-broadband.
- 90 percent of households and businesses should have access to 100 Mbit/s by 2020.
- All households and businesses should have the possibility to use public e-services through broadband.
- Suggested broadband universal service (1 Mbit/s).
- Market driven development.

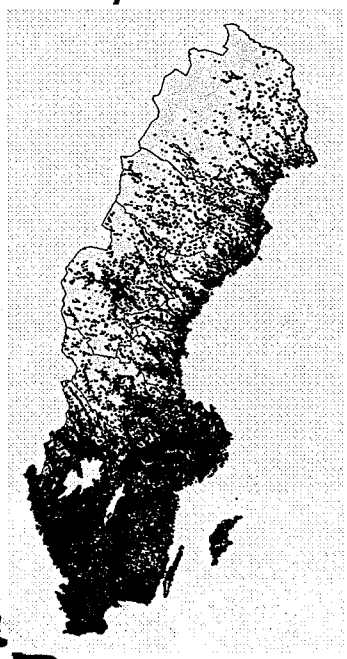
PTS

So, how far have we reached?

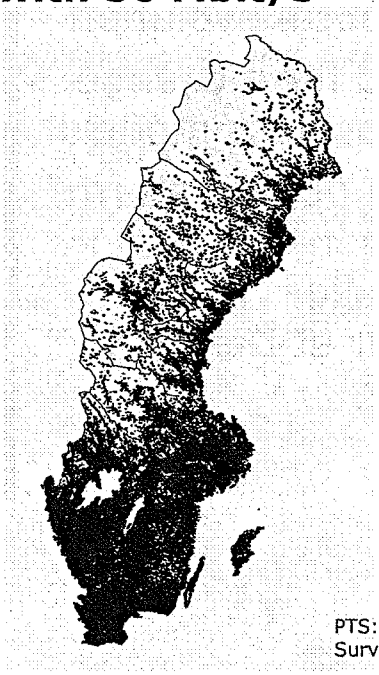
- 44 percent of households and businesses have access to 50-100 Mbit/s broadband – cable-tv and fibre networks.
- 99,98 percent of the population can access a wireless broadband network (HSPA, CDMA2000 and LTE).
- Only 1 100 households and businesses lack the possibility to connect to any broadband network (1 Mbit/s).

Our challenge

Broadband coverage with 1 Mbit/s



Broadband coverage with 50 Mbit/s



PTS: Broadband Survey 2010

Mobility is one part of the solution – licensing 2011-2013

2011

800 MHz	60 MHz
1800 MHz	70 MHz
2010-2025 MHz	15 MHz
3,5 GHz	56 MHz
10,5 GHz	168 MHz

2012

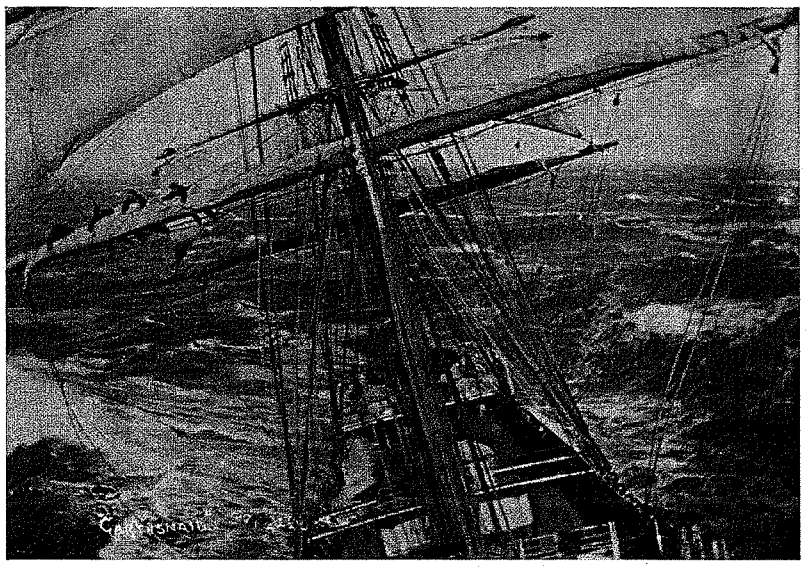
2,3 GHz	100 MHz

Possibly 2012/2013

1785-1805 MHz	20 MHz
1,4 GHz	40 MHz
75 GHz	~ 8 GHz

"The perfect storm"

- "All-IP" – a technical evolution
- Need for a change of business models.
- "The perfect storm" – when these two paradigm shifts occur at the same time.



PTS

Current regime – no state funds, but cooperation through Bredbandsforum

REGERINGSKANSLIET
Jordbruks verket
SVT
Konsumenternas
telenor
STADSNÄTS
TELE2
a-net
TeliaSonera
PTS
net1
&Telekomföretagen
Sveriges Kommuner och Landsting
skanova

BREDBANDSFORUM

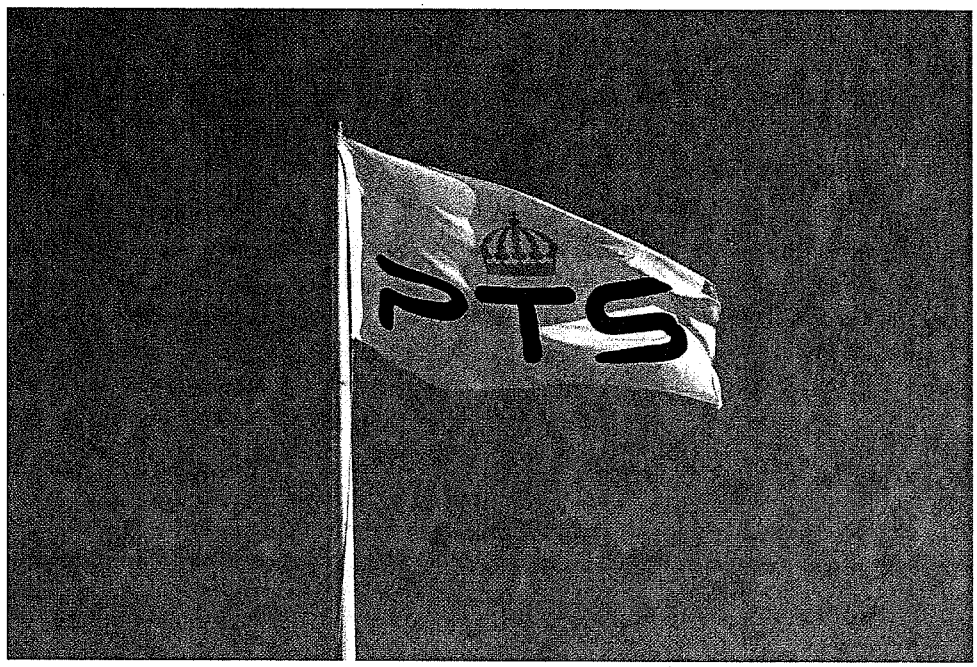
Increase the importance of broadband for local, regional and national growth.

Draw attention to and identify barriers that affect access to broadband.

Find solutions that increase access to broadband throughout Sweden

Demonstrate the benefits that use of broadband generates for society

PTS



Thank you for your attention!

PTS

Australian Government | acma
Australian Communications and Media Authority

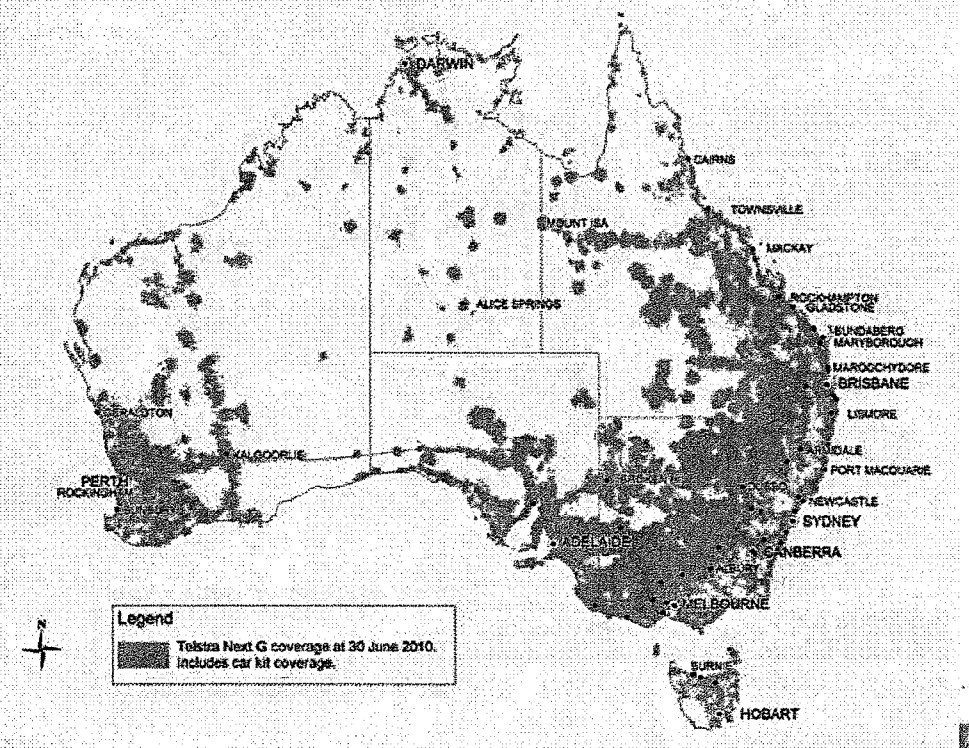
Broadband for all in Australia

Richard Bean,
Deputy Chair,
Australian Communications and Media Authority
Stockholm
June 27, 2011

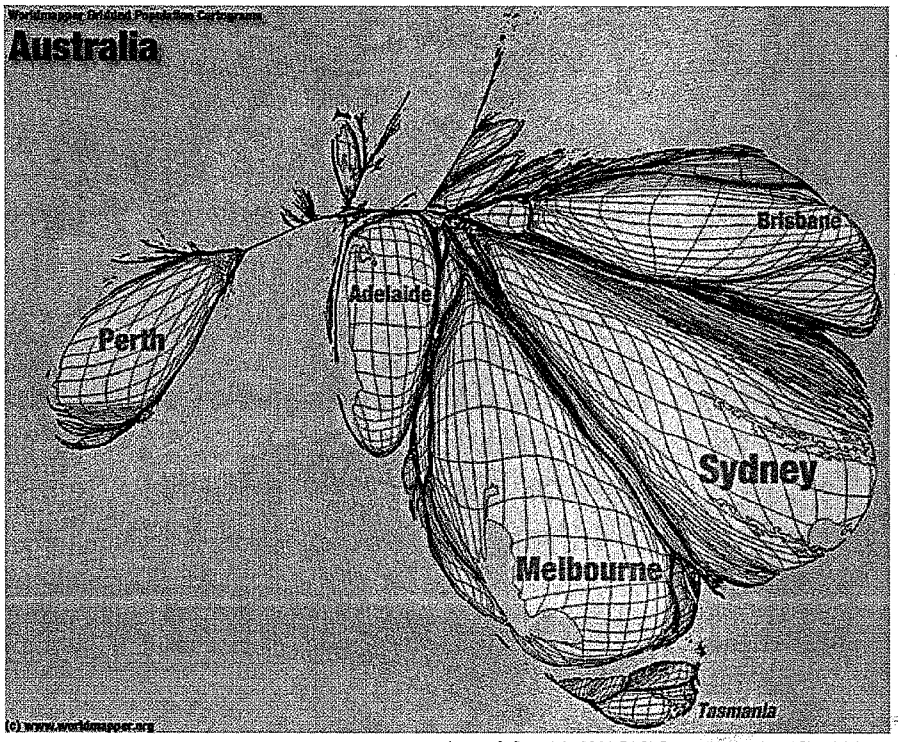
communicating | facilitating | regulating

Australian Government | acma

Figure 1.4 Telstra 3G network coverage, June 2010

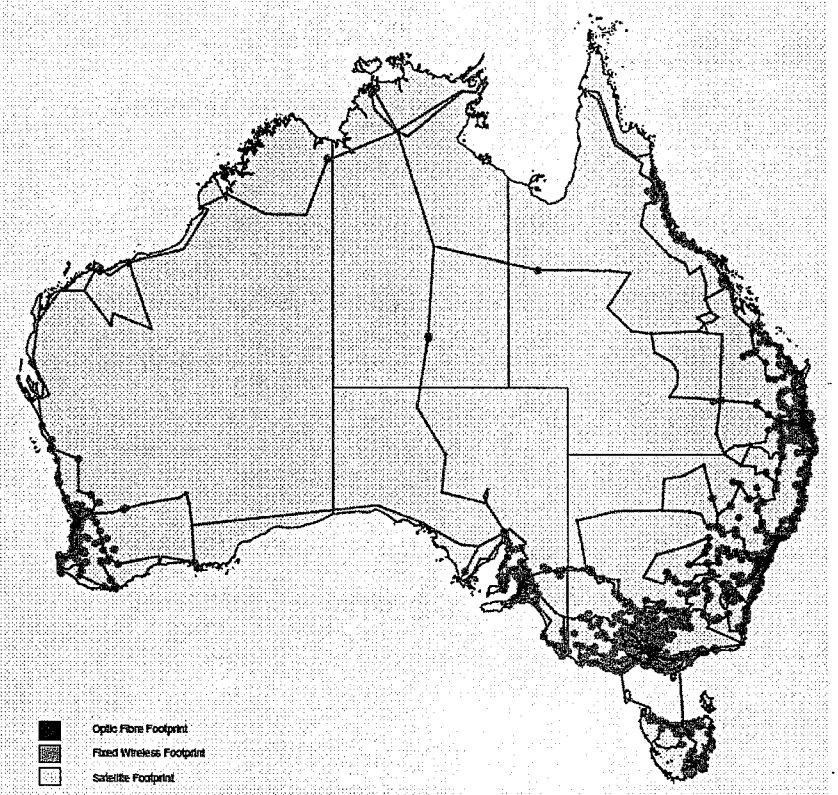


Source: Telstra.



National Map

These maps provide an indicative representation of the fibre and wireless components of the National Broadband Network. The information in these maps is based on initial detailed modelling work done by NBN Co which may be subject to change following more detailed planning and design work. The fibre modelling is based on NBN Co's current optical fibre design rules rather than detailed premise location and density and may not result in contiguous coverage of all locations within the indicated fibre footprint. The wireless modelling does not take into account terrain modelling and clutter, and may not result in contiguous coverage of all locations within the indicated wireless footprint. These maps also assume that satellite services will be provided to remaining premises. The Transit links represent indicative connectivity. The physical path will vary depending on the geography and the presence of existing infrastructure



NBNCo Limited

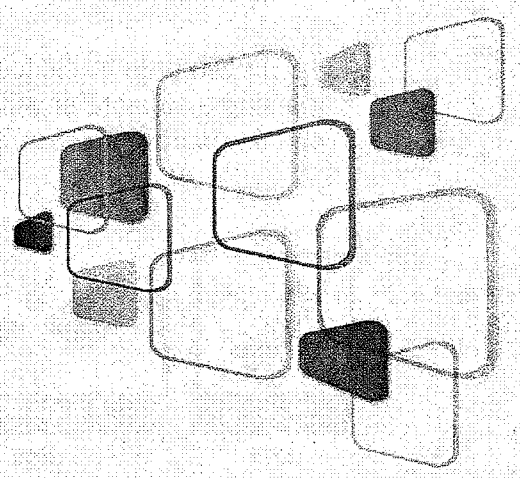
- Optic Fibre Footprint
- Fixed Wireless Footprint
- Satellite Footprint
- Transit Links

Australian Government | acma

Australian Government
Department of Broadband, Communications and the Digital Economy

#au20
National Digital Economy Strategy

Leveraging the National Broadband Network to drive Australia's Digital Productivity



NBN
Empowering Australia

Australian Government | acma

cyber(smart:)

Home | Young Kids | Kids | Teens | Parents | Libraries | Schools | Search

cybersafety help

Cybersmart provides activities, resources and practical advice to help young kids, kids, teens and parents safely enjoy the online world.

Cybersmart also offers training and resources for schools and materials for library staff.

Developed by the Australian Communications and Media Authority, Cybersmart is part of the Australian Government's cybersafety program.

News RSS feeds

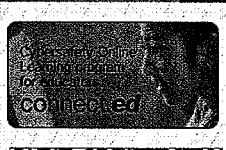
Getting back to cyber security basics

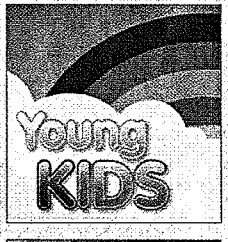
Hong Kong Education Bureau sends delegation to Australia to see Cybersmart's world-leading cybersafety initiatives.

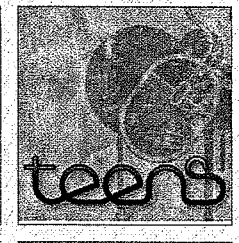
ACMA supports National Cyber Security Awareness Week 2011

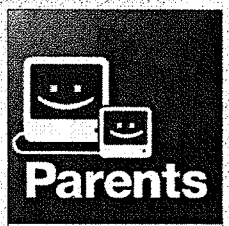
Cybersmart website reaches 1,000,000 visits

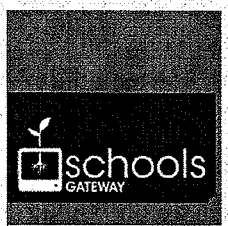
Seen these posters? Protect yourself and keep in control online – find out more





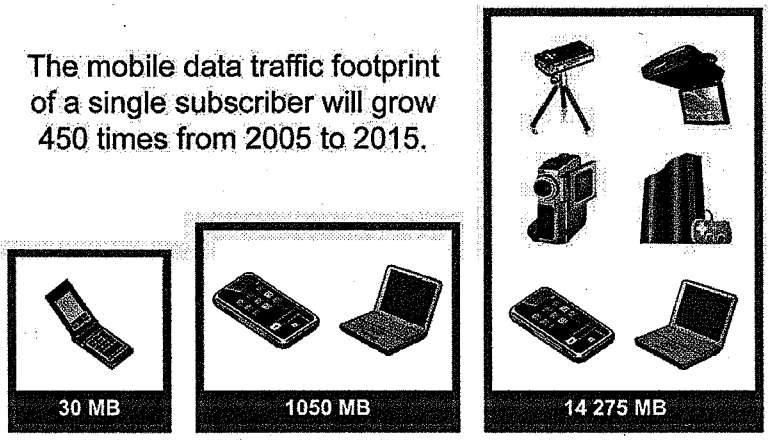






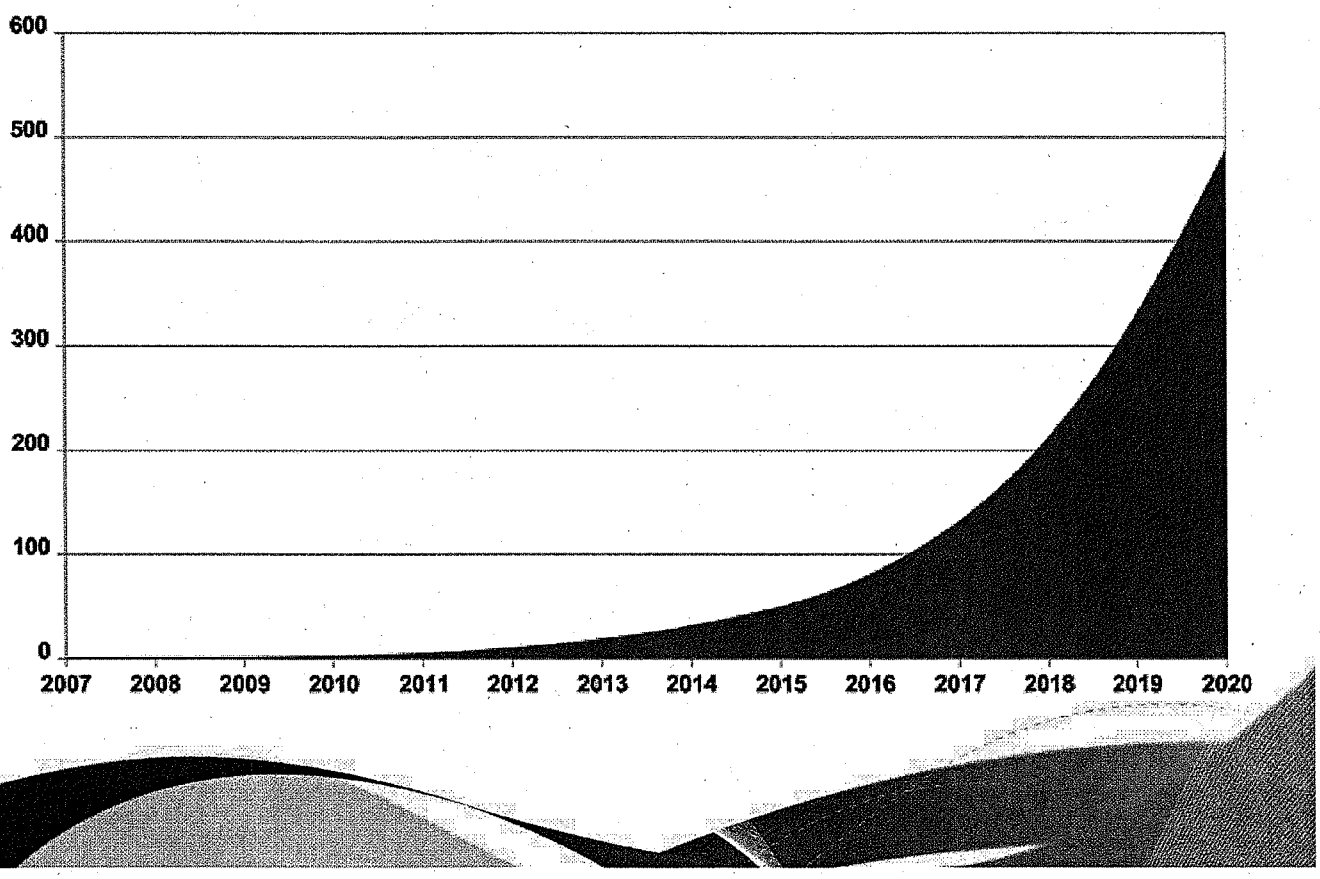
Mobile data traffic growth

The mobile data traffic footprint of a single subscriber will grow 450 times from 2005 to 2015.

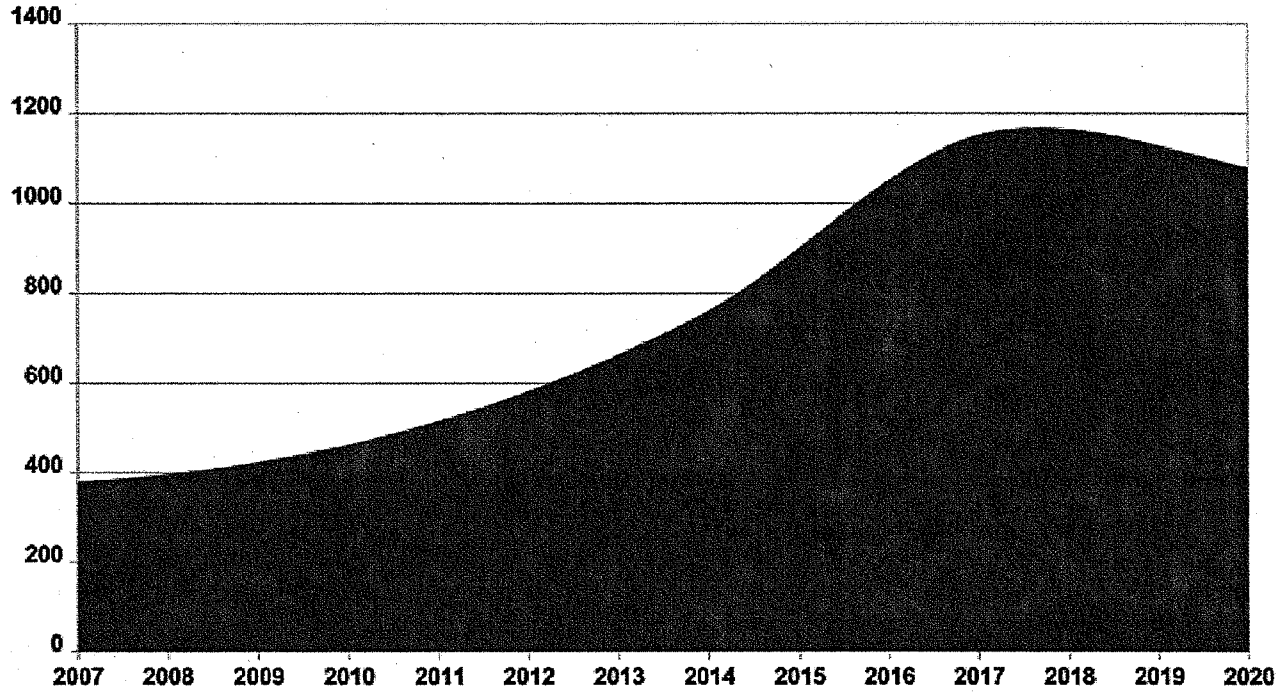


Source: Cisco Visual Networking Index: Global Mobile Data Traffic Forecast Update, Cisco, 29 January 2009.

Mobile data traffic growth

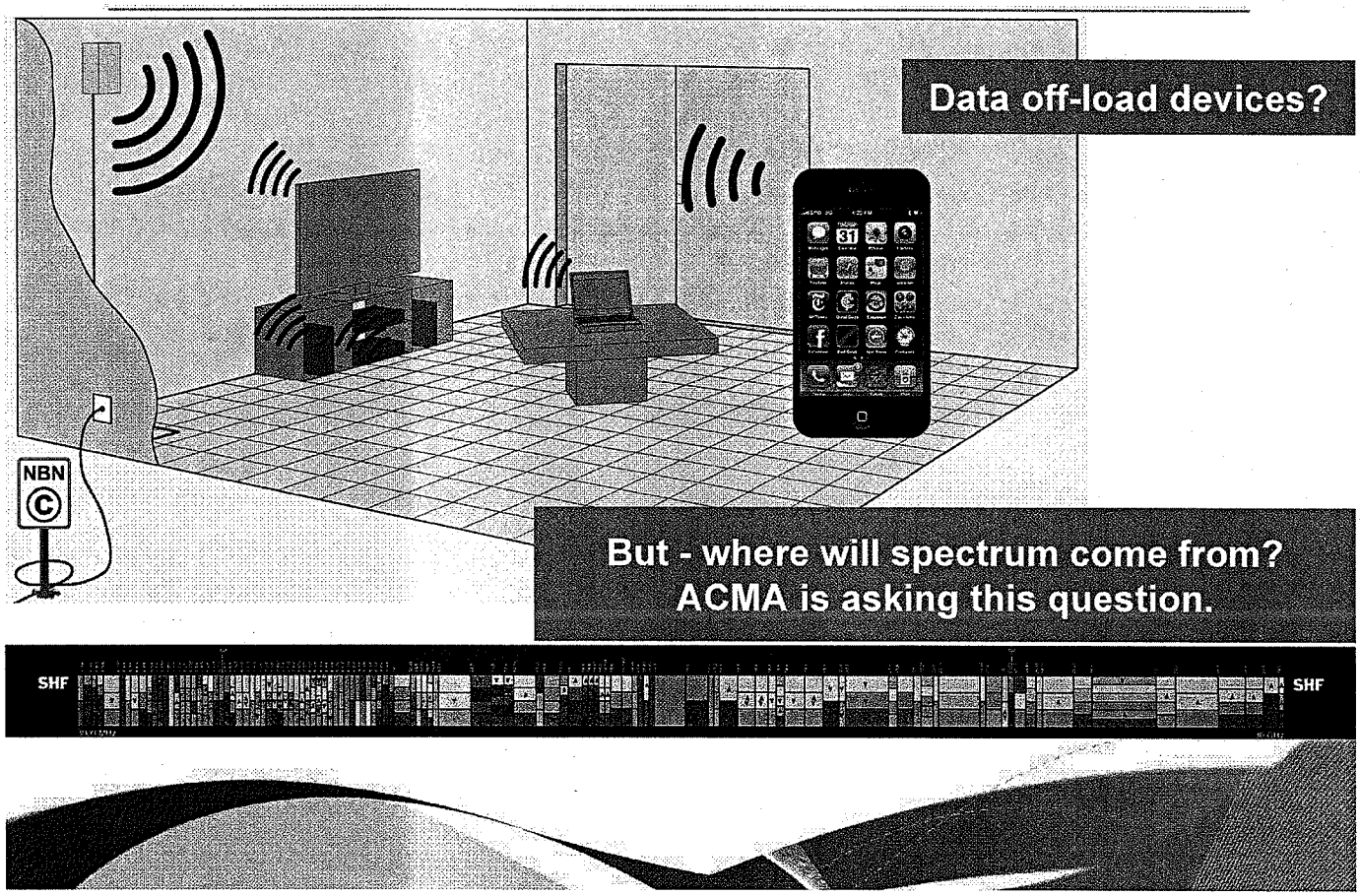


Effects of traffic abatement on mobile spectrum demand



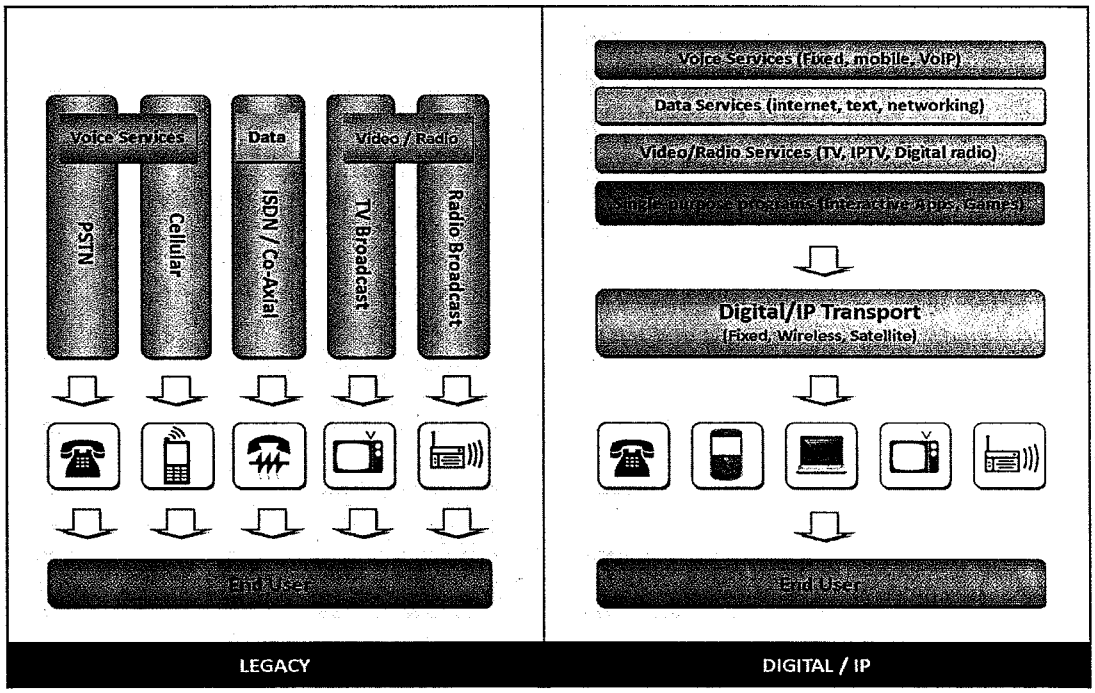
Australian Government | acma

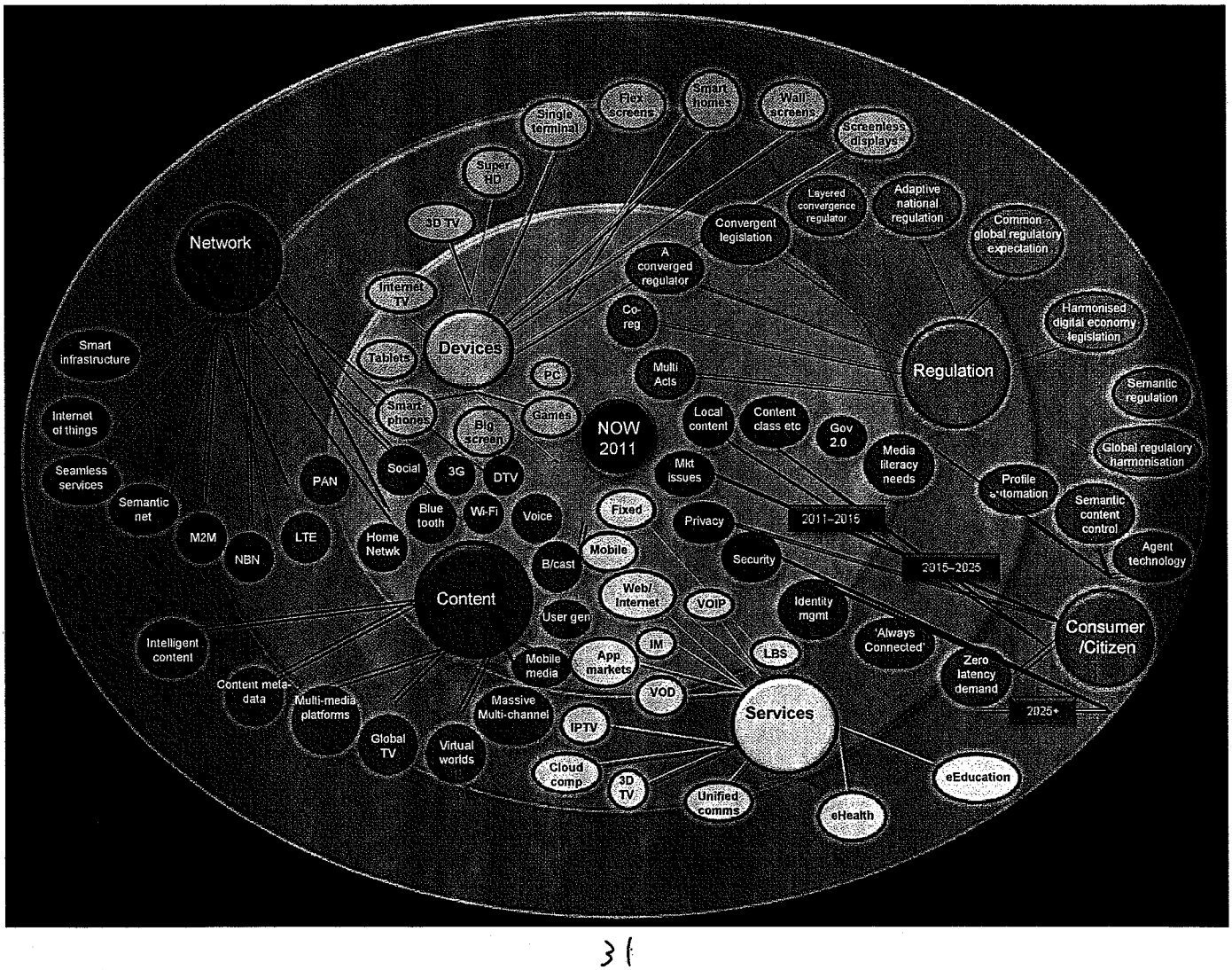
communicating | facilitating | regulating


Data off-load devices?
NBN
But - where will spectrum come from?
ACMA is asking this question.
SHF
SHF


Australian Government
Department of Broadband,
Communications and the Digital Economy
Convergence Review
Framing paper

Silos and Layers





ACMA Reference Links

Five-year Spectrum Outlook

http://www.acma.gov.au/webwr/_assets/main/lib312061/fyso-2011-2015.doc

ACMA Operating Plan (2011)

http://www.acma.gov.au/WEB/STANDARD/pc=PC_311726

Towards 2020—Future spectrum requirements for mobile broadband

http://www.acma.gov.au/WEB/STANDARD/pc=PC_312514

900 MHz Band—Exploring new opportunities

http://www.acma.gov.au/WEB/STANDARD/pc=PC_312515

Draft spectrum reallocations for the 700 MHz digital dividend and 2.5 GHz bands

http://www.acma.gov.au/WEB/STANDARD/pc=PC_312542

ACMA Communications report 2009–10

http://www.acma.gov.au/webwr/_assets/main/lib311995/2009-10_comms_report-complete.pdf

The 'convergence phenomena' from a regulator's perspective

http://www.acma.gov.au/WEB/STANDARD/pc=PC_91724

KEK

Besuch einer Delegation der National Communications Commission Taiwan

Kommission zur Ermittlung der Konzentration im Medienbereich (KEK)

Potsdam, 29. Juni 2011

KEK

Grundlagen für die Konzentrationskontrolle im Medienbereich

Sicherung der Meinungsvielfalt im Fernsehen

§ 26 RStV

(1) Ein Unternehmen (natürliche oder juristische Person oder Personenvereinigung) darf in der Bundesrepublik Deutschland selbst oder durch ihm zurechenbare Unternehmen bundesweit im Fernsehen eine unbegrenzte Anzahl von Programmen veranstalten, es sei denn, es erlangt dadurch vorherrschende Meinungsmacht ...

KEK

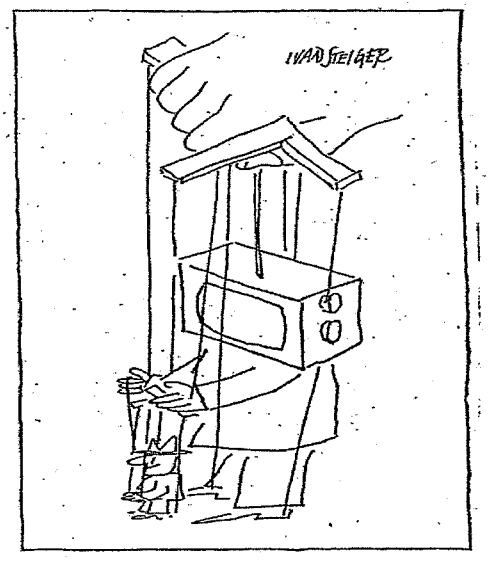
Grundlagen für die Konzentrationskontrolle im Medienbereich

§ **26 RStV**

(2) Erreichen die einem Unternehmen zurechenbaren Programme im Durchschnitt eines Jahres einen Zuschaueranteil von 30 vom Hundert, so wird vermutet, dass vorherrschende Meinungsmacht gegeben ist. Gleiches gilt bei Erreichen eines Zuschaueranteils von 25 vom Hundert, sofern das Unternehmen auf einem medienrelevanten verwandten Markt eine marktbeherrschende Stellung hat oder eine Gesamtbeurteilung seiner Aktivitäten im Fernsehen und auf medienrelevanten verwandten Märkten ergibt, dass der dadurch erzielte Meinungseinfluss dem eines Unternehmens mit einem Zuschaueranteil von 30 vom Hundert im Fernsehen entspricht.

3

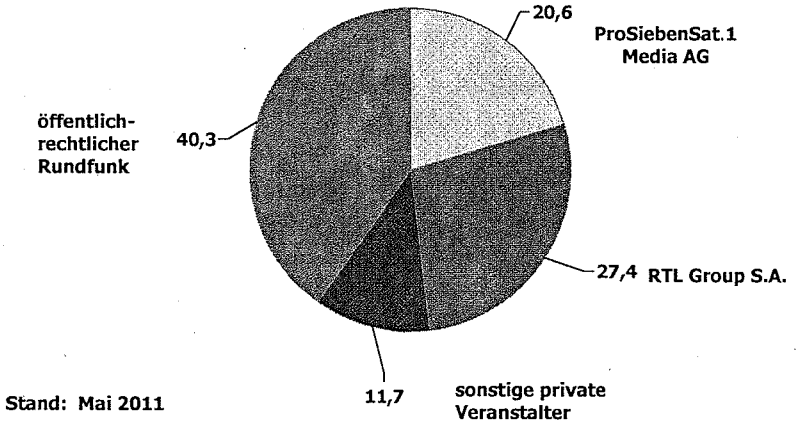
KEK



4

KEK

Marktanteile der Veranstaltergruppen

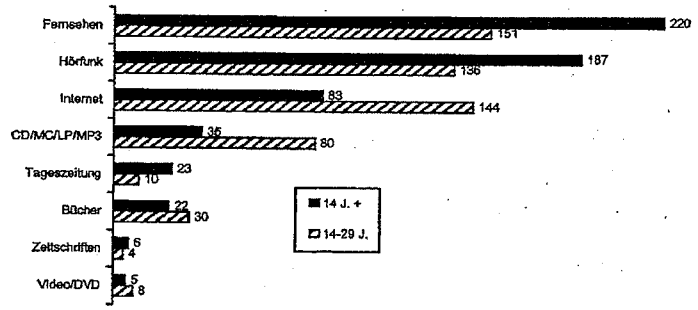


Stand: Mai 2011

5

KEK

Abb. 1 Nutzungsdauer der Medien 2010
Mo-So, 5.00-24.00 Uhr, Pers. ab 14 J., BRD gesamt, in Min./Tag

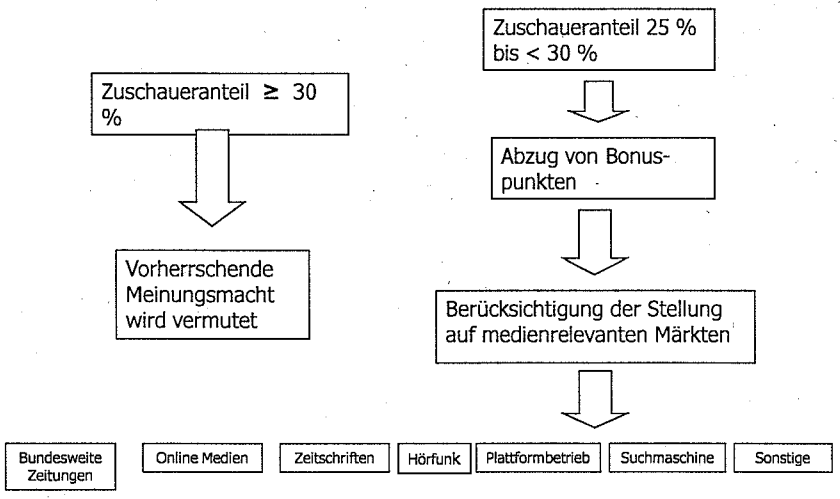


Basis: Alle Befragten; n=4 503 gewichtet.

Quelle: ARD/ZDF-Langzeitstudie Massenkommunikation.

6

35



7

Medienrelevante verwandte Märkte

• Hat der „Markt" einen *inhaltlichen* Bezug zur öffentlichen Meinungsbildung (besteht Meinungsrelevanz?)?

• Ist er geeignet, die Meinungsmacht *im Fernsehen* zu verstärken?

Entscheidend für die Einbeziehung ist, welcher Grad von „Verwandtschaft"mit dem bundesweiten Fernsehen besteht:
• Suggestivkraft
• Breitenwirkung
• Aktualität

8

KEK

Äquivalenzwerte - Gewichtungen

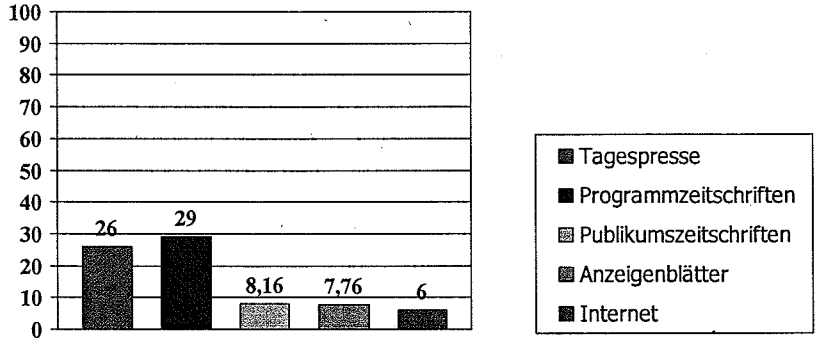
•**Medium**	•**Gewichtungsfaktor**
•Fernsehen	➢ 1
•Tageszeitungen	➢ 2/3
•Programmzeitschriften	➢ 1/7
•Publikumszeitschriften	➢ 1/10
•Online	➢ 1/2
•Hörfunk	➢ 1/2
•TV-Produktion	➢ nicht festgelegt
•Fiction-Rechtehandel	➢ nicht festgelegt
•Sport-Rechtehandel	➢ nicht festgelegt

KEK

Axel Springer AG

Marktanteile auf medienrelevanten verwandten Märkten

(zum Zeitpunkt der KEK-Entscheidung 2006 in %)

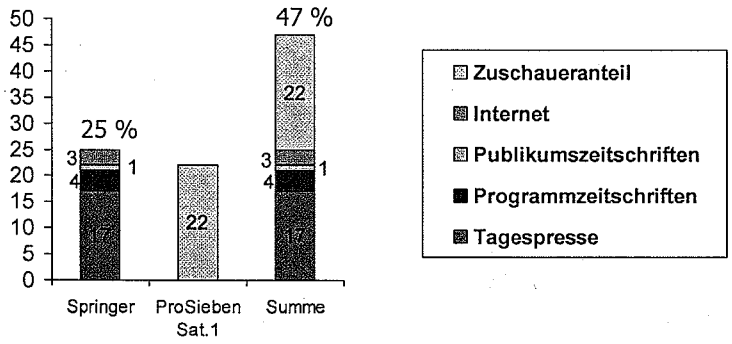


37

KEK

Axel Springer AG und die ProSiebenSat.1-Gruppe

Zuschaueranteilen äquivalente Meinungsmacht
(in der Gewichtung und Bewertung der KEK-Entscheidung 2006 in %)



11

KEK

Reformvorschlag der KEK: Neufassung des § 26 RStV

1) Ein Unternehmen (natürliche oder juristische Person oder Personenvereinigung) darf in der Bundesrepublik Deutschland selbst oder durch ihm zurechenbare Unternehmen bundesweit im Fernsehen eine unbegrenzte Anzahl von Programmen veranstalten, es sei denn, es erlangt dadurch vorherrschende Meinungsmacht. Erreichen die einem Unternehmen zurechenbaren Programme im Durchschnitt eines Jahres einen Zuschaueranteil von 30 vom Hundert, so wird vermutet, dass vorherrschende Meinungsmacht gegeben ist.

2) Bei der Entscheidung, ob vorherrschende Meinungsmacht erlangt wird, ist auch die Stellung des Unternehmens auf den medienrelevanten verwandten Märkten zu berücksichtigen. Dabei ist durch eine Gesamtbeurteilung festzustellen, ob die Aktivitäten im Fernsehen und auf den medienrelevanten verwandten Märkten ergeben, dass der dadurch erzielte Meinungseinfluss dem eines Unternehmens mit einem Zuschaueranteil von 30 vom Hundert im Fernsehen entspricht. Für die Gewichtung der Stellung des Unternehmens auf den medienrelevanten verwandten Märkten sind als Kriterien vor allem die Suggestivkraft, die Breitenwirkung und die Aktualität des jeweiligen Mediums zu Grunde zu legen.

3) Bei der Feststellung des maßgeblichen, durch Aktivitäten im Fernsehen und auf medienrelevanten verwandten Märkten erreichten Meinungseinflusses und des ihm entsprechenden Zuschaueranteils sind

1. bei Erreichung eines bundesweiten Marktanteils auf dem Markt für Tageszeitungen von jeweils 2,5 Prozent x Prozentpunkte hinzuzurechnen,
2. bei Erreichung eines bundesweiten Marktanteils auf dem Hörfunkmarkt von jeweils 2,5 Prozent y Prozentpunkte hinzuzurechnen,
3. bei Aufnahme von Fernsehprogrammen gemäß § 25 Abs. 4 in das dem Unternehmen zurechenbare Vollprogramm mit dem höchsten Zuschaueranteil 2 Prozentpunkte abzuziehen und
4. bei gleichzeitiger Aufnahme von Sendezeit für Dritte nach Maßgabe des Absatzes 6 weitere 3 Prozentpunkte abzuziehen.

38

Kommission für Jugendmedienschutz
Commission for the Protection of Minors in the Media

Protection of Minors in the Media in Germany

The Commission for the Protection of Minors in the Media (KJM) of the German media authorities and its work

Presented by:
Kerstin Pomorin, LL.M.
Legal expert, KJM Chairman´s office

The protection of minors in the media in Germany

- The legal framework in Germany
- The Commission for the Protection of Minors in the Media
- The system of regulated self-regulation
- Federal Review Board for Media Harmful to Young Persons
- Provisions for the protection of minors in the media
- The problems connected with telemedia
- Conclusions and perspectives

The legal framework in Germany

- The dual broadcasting order
- Protection of minors: embedded in the German Constitution
- Interstate Treaty on the Protection of Human Dignity and the Protection of Minors in Broadcasting and in Telemedia (JMStV)
- Protection of Young Persons Act (JuSchG) → protection of minors in public, regulation of data media
- Penal Code (e.g., glorification of violence, pornography)

Commission for the Protection of Minors in the Media

- Since April 2003 in charge of the protection of minors and the protection of human dignity in all national broadcasting services and in telemedia, body for all state media authorities regarding issues on the protection of minors in the media
- 12 members appointed by the media authorities, the supreme state authorities in charge of the protection of minors and the supreme Federal authority in charge of the protection of minors
- Staff unit: in charge of content issues, the analysis of matters of principle and public relations of the KJM

kjm Commission for the Protection of Minors in the Media

Competences of the KJM (non-exhaustive):

- Certifying organisations of voluntary self-regulation
- Approving technical systems for the protection of minors
- Commenting on applications for listing problematic content on the index filed with the Federal Review Board for Media Harmful to Young Persons
- Deciding on breaches of the provisions for the protection of minors in the media; imposing fines of up to 500,000 Euros for every offence
- Decisions implemented by the state media authorities by administrative act

kjm The system of regulated self-regulation

The system of regulated self-regulation:

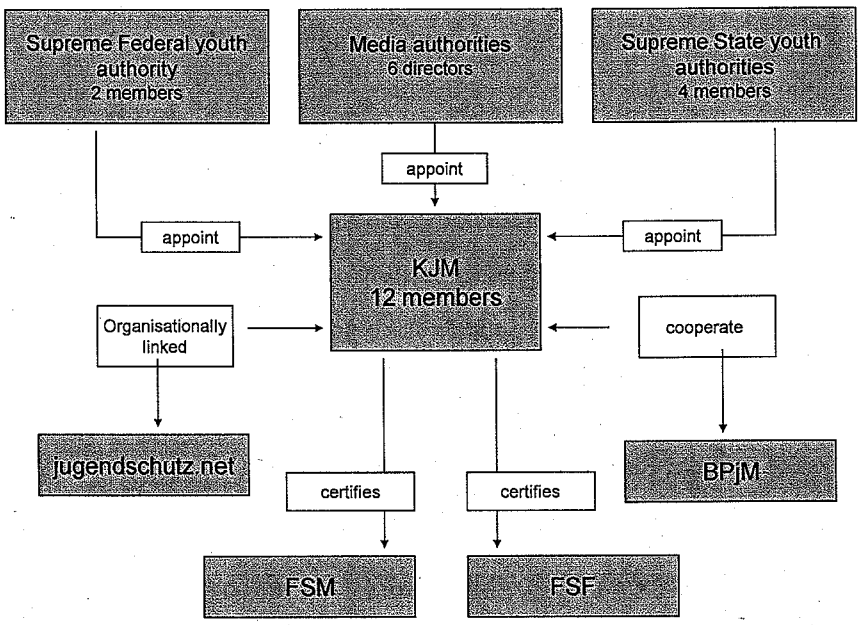
- Responsibility of providers considerably strengthened
- Organisations are certified by the KJM
- Organisations of self-regulation have scope for decision which can be controlled to a limited extent only (backstop power)

Prerequisites for the system to work:

- System must be taken seriously by all actors
- Self-responsibility must be taken up by providers

Federal Review Board for Media Harmful to Young Persons (BPjM)

- Protection of Young Persons Act:
  the legal basis for the work of the BPjM, a Federal authority
- Remit: Putting data media and telemedia on the index which are capable of harming children or adolescents
- Effect of the index: wide-ranging restrictions for distribution (no access for children and adolescents, advertising prohibited)



Provisions for the protection of minors in the media

Tiered system for the protection of minors in the media:

- Absolutely illegal content must not be distributed in broadcasting services or in telemedia
- Relatively illegal contents may be distributed in telemedia within closed user groups under specific conditions
- Content capable of harming minors in their development is subject to scheduling provisions in broadcasting; in telemedia, technical means must be used

Provisions for the protection of minors in the media

Closed user groups in telemedia:

- The KJM developed key principles for putting the system into practice at an early stage
- Closed user groups based on the strict provisions of the KJM are well established in Germany
- Result: notable improvement of the protection of minors in specific sectors; the number of freely accessible pornographic websites hosted in Germany has clearly gone down

Provisions for the protection of minors in the media

The requirements of the KJM for closed user groups:

- Identification (check that user is of age), must take place via personal contact, e.g., the „post ident procedure" of the German postal service

- Authentification for each access to a closed user group to effectively minimise the risk of access data being passed on to minors

Provisions for the protection of minors in the media

Broadcast content impairing the development of minors:

- Programmes not suitable for minors under 18 years: may be shown between 23.00 hours and 06.00 hours only

- Programmes not suitable for minors under 16 years of age: can only be shown between 22.00 hours and 06.00 hours

- For programmes not cleared for viewers under 12 years: can only be shown between 20.00 hours and 06.00 hours

- All other programmes: broadcasters must take the wellbeing of younger children into consideration when scheduling programmes

Provisions for the protection of minors in the media

Content impairing the development of minors transmitted via telemedia:

- Technical means: access control via variations of the control of identification card numbers
- Technical systems for the protection of minors: based on filtering concepts blocking problematic content via indexed content or automatic classification procedures
- The KJM could not yet approve any technical system for the protection of minors, as no system filters effectively or differentiates satisfactorily according to age.

Provisions for the protection of minors in the media

The practical work of the KJM:

Broadcasting

- More than 800 cases
- Content: violence, problematic presentation of societal values

Internet

- More than 3000 cases
- Content: soft-core pornography

Applications for listing on index

- Assessment of more than 2000 internet content offers

The problems with telemedia

- Measures possible only against German providers
- Current area of concern: Web 2.0
- Success "little by little"
- Awareness generated among internet providers
- International standards needed

Conclusions and perspectives

- The system of "regulated self-regulation" is rated positively on principle.
- In the internet, success is achieved in small steps.
- International rules need to be developed.
- Promoting media literacy as a measure complementing the protection of minors in the media under the law is of key importance.

kjm **Commission for the Protection of Minors in the Media**

Thank you for your attention !

Contact:

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For further reference: http://www.kjm-online.de
http://www.kjm-online.de/en/pub/the_kjm.cfm

München, 30.06.2011 17

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